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BROOKLYN ADVERTISEMENTS.

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FREDERICK LOESER &amp; CO.

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# ABRAHAM AND STRAUS

Store Closes Daily at 5.—Saturday at Noon.

## The Great August Furniture Sale.

A Month of Wonderful Economies.

Savings of  $\frac{1}{4}$ ,  $\frac{1}{3}$  and  $\frac{1}{2}$ .

And these savings not only on all the furniture that is now in our stock, but on the train loads of new, fine, fresh furniture from the famed factories of the West and South. A mere mention of this event is sufficient to draw crowds taught by experience that the Abraham and Straus August Furniture Sale is a distinctive event in Brooklyn history.

This year the feature of the event will be the wondrous variety in style—as well as the striking economies. Enormous buying brings this about. Ordering ahead and keeping the great factories busy in an ordinarily dull time created the astonishing prices. In many a home inaugurated during the recent wedding months will be found the value of this remarkable midsummer sale. Thousands of homes all over the city now testify to the opportunities we have offered in the past. We eclipse our own efforts—more cannot be said.

### \$1.95 Dining Chairs, 98c.

Golden oak, carved back and cane seat, full size seat, nicely finished.

### \$4.50 Parlor Tables, \$2.25.

Mahogany finish, 24x24 inch shaped top, with undershelf and brass feet.

#### Sideboards.

\$11.25, regularly \$17.00. Golden oak, plain design, with bevel plate mirror.

\$13.00, regularly \$19.50. Golden oak, carved design, with bevel plate mirror.

\$19.75, regularly \$28.00. Golden oak, plain design, with bevel plate mirror.

\$25.50, regularly \$34.00. Golden oak, carved design, with bevel plate mirror.

\$29.50, regularly \$40.00. Weathered oak, plain design, with bevel plate mirror.

\$39.50, regularly \$49.00. Golden oak, Colonial design, with bevel plate mirror.

\$42.00, regularly \$54.00. Mahogany veneered, plain design, with bevel plate mirror.

\$48.00, regularly \$64.00. Golden oak, Colonial design, with bevel plate mirror.

\$59.50, regularly \$82.00. Golden oak, carved design, with bevel plate mirror.

#### Parlor Suites, Three Pieces.

\$12.00, regularly \$16.00. Mahogany finish, plain design, covered in Verona velvet.

\$34.50, regularly \$45.00. Mahogany finish, carved design, covered in silk damask.

\$49.00, regularly \$75.00. Mahogany finish, carved design, covered in cream tapestry.

\$56.00, regularly \$81.00. Mahogany finish, carved design, covered in Verona velvet.

\$64.00, regularly \$98.00. Mahogany finish, carved design, covered in cream tapestry.

\$98.00, regularly \$150.00. Mahogany finish, carved design, covered in silk damask.

\$102.50, regularly \$150.00. All upholstered Turkish style, covered in silk damask.

\$116.00, regularly \$220.00. Gold, Louis XV, frames, covered in silk damask.

\$138.00, regularly \$215.00. White mahogany frames, handsomely carved, covered in silk damask.

#### Bureaus.

\$8.25, regularly \$11.00. Golden oak, carved design, bevel plate mirror.

\$9.75, regularly \$13.00. Golden oak, carved design, bevel plate mirror.

\$18.75, regularly \$18.75. Golden oak, plain design, bevel plate mirror.

\$18.00, regularly \$24.00. Birdseye maple, plain design, bevel plate mirror.

\$19.75, regularly \$30.00. Golden oak, carved design, bevel plate mirror.

\$22.00, regularly \$32.00. Birdseye maple, carved design, bevel plate mirror.

\$26.50, regularly \$38.00. Mahogany finish, carved design, bevel plate mirror.

\$28.50, regularly \$40.00. Curly birch, carved design, bevel plate mirror.

\$38.00, regularly \$44.00. Curly birch, carved design, bevel plate mirror.

\$35.00, regularly \$47.00. Mahogany, carved design, bevel plate mirror.

\$46.50, regularly \$62.00. Curly birch, carved design, bevel plate mirror.

\$70.00, regularly \$108.00. Mahogany, carved design, bevel plate mirror.

#### Parlor Cabinets.

\$27.50, regularly \$33.00. Gold, Louis XV, table style.

\$29.00, regularly \$38.00. Gold, Louis XV, centre table style.

\$70.00, regularly \$78.00. Mahogany, Louis XV, mirror back and glass shelves.

\$70.00, regularly \$103.00. Gold, Louis XVI, mirror back and glass shelves.

\$95.00, regularly \$127.00. Gold, Louis XV, mirror back and glass shelves.

\$180.00, regularly \$280.00. Mahogany, decorated, mirror back and glass shelves.

\$185.00, regularly \$310.00. Vermis Martin, decorated, mirror back and glass shelves.

\$198.00, regularly \$375.00. Gold, Louis XV, mirror back and glass shelves.

### \$4.75 Parlor Rockers, \$2.95.

Mahogany finish, nicely polished, with banister back and wood seat.

### \$6.00 Chiffoniers, \$3.85.

Golden oak, 5 drawers, nicely finished, with carved wood back.

## Just Think of This!

Men's \$8.00 Outing Coats and Trousers, \$4.95.

It is rather surprising, once in a while, to have boys' clothing sell at such a ridiculously little price as this, but just imagine buying a real good, natty appearing suit, made by a manufacturer who makes most of our outing wear and is noted for the excellence of his tailoring and quality of his materials, at \$4.95. Why, it is considerably less than we could buy the same suits for in quantities at the beginning of the selling season—and the wear season has hardly more than begun.

There are homespun, wool crapes and line light weight "On-tario" tweeds in the assortment. Coats are unlined and have wide full facings of the material and handworked fronts that will retain their shape. All have inside breast pockets and all seams are covered. Trousers have side buckles and permanent turn-up—sizes regular or stout.

Second floor, rear, East Building.

## Bulletin of Big Values

The Gist of Monday's Sales.  
Men's \$22 to \$25 Suits to Measure \$16.50. \$2.50 Corsets at \$1.29.  
30c. Kimono Sacques, 10c. \$1.47 to \$3.45 Children's Hats, 95c.  
Popular Music at 11c. 50c. White Dress Linen, 29c. yard.  
85c. to \$1.15 Madras Shirts for Men, 55c.  
Pongee, Foulards, Taffeta and Liberty Satins—Little priced.  
Every Straw Hat for Men, \$1. Mustin Underwear items.  
\$3.50 Patent Colt Skin Oxforde (Women's), \$1.98.  
\$2.50 Washable Russian Suits (Boys), 99c.  
Men's \$8 Outing Coats and Trousers, \$4.95.  
Granulated Sugar, 25c. 5-lb bag.  
(No mail or telephone orders. None C. O. D.)  
Women's 20c. to 25c. Stockings, 12½c.  
Men's 50c. Underwear—Bainbridge, 29c.  
\$3.98 to \$6.98 Pure Linen Shirtwaist Patterns, \$1.49 to \$2.98.  
5c. to 35c. Washable Laces, 20c. and 15c. yard.  
Sterling Silver Tableware, 25c. and 40c. per cent.  
Bargain Sale of Trunks, Hammocks, 1-3 to 1-2 below regular.  
Carpets way down in price.  
Men's \$3 and \$3.50 Oxforde, \$1.79.  
\$3 to \$10 China Silk Waists, \$1.98 to \$5.98.

## Clearance of Men's Summer Oxforde, \$3.00 and \$3.50 Values at \$1.79.

Men's Goodyear welted sole patent calf Oxforde, made over a medium round toe last. Patent calfskin is the best enamel leather made, soft as kidskin and will not split, yet has the same appearance as patent leather. Plenty of sizes, though some smaller ones are missing—that partly accounts for the remarkably small price.

## Out Go Our Women's Summer Dresses With Tempting Economies.

And just as surprising and pleasing are the reductions on our Walking Skirts, that are so admirable for country or seashore wear. There are just about 100 of the Dresses. The linens, the always favored fabric for Summer wear, are in white, blue, green and pink—a variety of fetching styles. Most of them are heavily trimmed with laces, French knots, pipings and bands. The crepes de chine are in the desired shades, the India silks in white, light blue and black, heavily trimmed with lace insertions, etc.

The Prices Have Been \$19.75, \$24.75, \$27.50 and \$29.75.

All Will Go at \$14.75.

### As for the Walking Skirts—

We always have on hand a very large collection, in the very latest styles and at very low prices, but for to-morrow we have planned an unusually large sale of these "Trotter" Skirts, made of the very popular and practical mohair; in a variety of qualities and styles, but every one a big bargain.

Mohair, in black and fancy cheviot, thirteen gore, lap seams, finished round the waist with bands of material and small buttons; flare foot value \$2.95.

Mohair, in black, navy blue, brown and gun metal; thirteen gore, flare foot, lap seams, finished in cluster effect and trimmed round with straps of material and buttons; value \$3.00.

Mohair, in black, navy blue, brown and gun metal; fifteen stitched gores, with knit plait from knee; a very smart skirt, worth \$4.50.

Washable Walking Skirts at \$1.95. 200 natural brown linen Skirts, variety of styles, mostly plaited effects, some gore with knit foot; worth \$3.95 and \$4.95.

## Here's One Hundred More Trunks At Big Reductions.

Good ones, too; so good, in fact, that they have been one of our regular patterns. Last week the maker notified us that he was going to change the style a little for next season and we could have all that were already made at quite a little less than we were paying. We always share such reductions with you.

Havana brown waterproof duck covering, corner and centre bands of strong fibre, lining of linen, two trays, one a covered one. Also two strong leather straps.

28 in., 30 in., 32 in., value \$7.50 to \$8.50, at \$5.25.

34 in., 36 in., 38 in., 40 in., value \$9.50 to \$10.50, at \$6.95.

## Twentieth Century Go-Carts

With the 1904 full equipment, including china handles, separate adjustments, double springs and all steel gearing.

There are now about forty Go-Carts left and we cannot obtain any more for selling at these prices.

Lot 1—value \$8.75.....sale price \$5.98

Lot 2—value \$10.00.....sale price \$6.98

Lot 3—value \$13.25.....sale price \$9.89

Here's a Go-Cart

That can be folded up and carried to Coney Island with you. Yet it will bear a man's weight. They're the Carts you've seen the babies in on the beach. Simple as A B C. Price.....\$11.75

# Frederick Loeser & Co.

In every detail the Leading Retail Establishment of Brooklyn.

Store Closes at 5 P. M. Saturdays at Noon.

### Free Summer Deliveries.

During the Summer months we deliver free of railroad, express or mail charges, all purchases excepting boats and pianos in the Middle and Eastern States. Purchases amounting to \$10 or more, excepting boats, pianos and furniture, will be delivered free to the Southern States and also in Ohio, Wisconsin, Indiana, Illinois and Michigan. The store's good service follows you wherever you go.

## Now the Midsummer Furniture Sale.



Furniture for Every Need : : Furniture of Superb Character.

Furniture in Immense Quantity: The Greatest Sale Ever Known.

### \$8 Chiffoniers, \$5.45.

Golden oak, nicely finished, 5 drawers, beveled plate mirror.

### \$38 China Closets, \$27.75.

Golden oak, bent glass door and ends, mirror back and glass shelves, ornamental carving.

### \$23 Sideboards, \$16.75.

Golden quartered oak, French plate beveled mirror, lined drawer, ornamental carving.

This is the news that thousands have been waiting for. This is the news that will set all Brooklyn astir. This is announcement of the event that will bring people even from hundreds of miles away to the Loeser Store to-morrow and the following days. It is a characteristic Loeser event. We inaugurated it years ago for good reasons which almost every one understands. Each year it has grown in magnitude and in the economy chances it presented. And now "the Midsummer Furniture Sale at Loeser's" is probably the greatest regularly recurring trade movement conducted by any store in the United States. It has been widely copied, of course. There is each season a great crop of "August Furniture Sales." But Loeser leadership will be maintained, and in volume, variety and value giving this Sale will surpass not only all other attempts, but also all records of our own previous sales.

The first reason for a Furniture Sale at this season was to turn a normally dull month into a busy one. We found makers at the beginning skeptical of success, but still ready to co-operate. We bought from them surplus stocks; samples of new Furniture; lots that, for one reason or another, they could afford to sell at a sacrifice, if sold quickly. We did some very radical price cutting in our own stock as well. We started the Sale on the road to success by GIVING SUCH FURNITURE VALUES AS HAD NEVER BEEN KNOWN BEFORE. And VALUE GIVING has made the Sale an increasing success each year since.

The Sale that begins to-morrow is in many respects the greatest we have ever announced. The Loeser purchasing power and prestige have been exerted to the full. Months have been spent in preparation and the stocks gathered are immense. They include surplus lots, some of them vast in volume; samples of the beautiful, new Furniture for Fall which won't be shown in a regular way for six weeks yet; also great quantities of staple lines made up especially for us at sharp concessions from usual prices, and also a great clearing of our own fine Furniture. This is the Furniture we are to sell for

## A Fifth, a Fourth, a Third, Even Half Less Than Usual.

Every piece of Furniture in the sale is up to Loeser standard. Every piece is well made, reliable, good for years of wear. And every staple line is included. You may furnish your house from top to bottom, and simply or richly, as you choose; all at a special price. For young couples about to begin housekeeping in the Autumn; for large furnishers, hotel keepers; suppliers of public buildings—for every one who needs Furniture—this is the greatest opportunity that has ever come.

### 3 Piece Parlor Suites.

\$22, regularly \$40. Imitation mahogany, covered with damask.  
\$24, regularly \$48. Imitation mahogany, covered with damask.  
\$38, regularly \$57. Mahogany, covered with tapestry.  
\$39, regularly \$78. Mahogany, covered with damask.  
\$68, regularly \$96. Mahogany, covered with damask.  
\$95, regularly \$140. Mahogany, covered with damask.  
\$115, regularly \$168. Mahogany, covered with damask.  
\$160, regularly \$210. Mahogany, covered with damask.

### 5 Piece Parlor Suites.

\$39, regularly \$70. Imitation mahogany, covered with Verona velvet.  
\$84, regularly \$74. Imitation mahogany, covered with Verona velvet.  
\$69, regularly \$110. Imitation mahogany, covered with Verona velvet.  
\$69, regularly \$115. Imitation mahogany, covered with Verona velvet.

### Chiffoniers, Golden Oak.

\$6.50, regularly \$9.75.  
\$8.50, regularly \$12.75.  
\$10.50, regularly \$15.00.  
\$15.00, regularly \$19.00.  
\$21.50, regularly \$27.00.  
\$27.00, regularly \$35.00.  
\$39.00, regularly \$52.00.  
\$45.00, regularly \$60.00.

### Chiffoniers, Mahogany.

\$17.50, regularly \$22.00.  
\$23.75, regularly \$29.00.  
\$30.00, regularly \$40.00.  
\$52.00, regularly \$70.00.  
\$59.00, regularly \$82.00.  
\$65.00, regularly \$110.00.

### Chiffoniers, Maple.

\$20, reg. \$25. | \$30, reg. \$40.  
\$25, reg. \$31. | \$65, reg. \$95.

### Chiffoniers, Birch.

\$20, reg. \$25. | \$25, reg. \$31.  
\$27, regularly \$34.

### Bureaus, Birch.

\$21.50, reg. \$27. | \$24, reg. \$30.  
\$35, regularly \$46.

### Sideboards, Golden Oak.

\$16, reg. \$20. | \$47, reg. \$60.  
\$20, reg. \$26. | \$58, reg. \$78.  
\$22, reg. \$30. | \$60, reg. \$90.  
\$38, reg. \$48. | \$57, reg. \$110.  
\$175, regularly \$250.

### Sideboards, Mahogany.

\$38, reg. \$48. | \$68, reg. \$80.  
\$59, reg. \$75. | \$70, reg. \$90.  
\$110, regularly \$155.

### China Closets, Golden Oak.

\$14.75, reg. \$19. | \$37.50, reg. \$50.  
\$18.75, reg. \$25. | \$48.00, reg. \$64.  
\$22.50, reg. \$30. | \$53.00, reg. \$70.  
\$75, regularly \$100.

### China Closets, Mahogany.

\$30, reg. \$40. | \$56, reg. \$75.  
\$46, reg. \$62. | \$78, reg. \$98.

### Bureaus, Golden Oak.

\$9.50, reg. \$14. | \$33, reg. \$44.  
\$16.50, reg. \$21. | \$36, reg. \$55.  
\$21.00, reg. \$27. | \$39, reg. \$58.  
\$25.00, reg. \$32. | \$45, reg. \$60.

### 3 Piece Library Suites.

\$75, regularly \$98. Imitation mahogany, covered with Verona velvet.  
\$110, regularly \$145. Golden oak, covered with Verona velvet.  
\$115, regularly \$160. Mahogany, covered with Verona velvet.  
\$145, regularly \$200. Mahogany, covered with Verona velvet.  
\$150, regularly \$202. Mahogany, covered with tapestry.  
\$160, regularly \$215. Mahogany, covered with Verona velvet.  
\$195, regularly \$265. Mahogany, covered with Verona velvet.  
\$235, regularly \$315. Mahogany, covered with damask.

### 3 Piece Gold Parlor Suites.

\$132.50, regularly \$265. Covered with damask.  
\$160, regularly \$220. Covered with damask.  
\$215, regularly \$295. Covered with damask.  
\$285, regularly \$395. Covered with damask.  
\$375, regularly \$575. Covered with damask.

## Another Surprise in Men's Shirts.

\$1.50 White Madras Negligee Shirts at 95c.

Perhaps \$1.50 is too modest an estimate of their worth, for Shirts no finer have in the past few days been quoted as \$2 value.

One style is made of a beautiful white jacquard madras, with plaits running all the way down the front. Finished perfectly soft; no starch in the front at all.

Another style is made of fine white madras, with white raised stripes. Each of the three styles is made with detached cuffs to match. Two lengths of sleeve, 31 and 33. Neck size 13½ to 17. Finely made and finely finished in every detail.

\$1 White Negligee Shirts, 59c.

The last lot of the best white Shirts ever offered under a dollar, we believe—and there are only 600 of these. Beautifully light in weight, perfect in proportions and making; of the white madras used regularly in dollar Shirts. Sizes 14 to 17½.

85c. Plaited Shirts, 45c.

Another four hundred Shirts like those that went so quickly two weeks ago.

Made of excellent percales; white grounds with dainty printed black or blue figures. Made with cuffs to match. Sizes 14 to 17.

85c. Madras Shirts at 45c.

These are all white grounds with very neat figures and stripes in black or blue—more black than blue. A strong, firm, corded madras that will wash and wear splendidly. Fine workday Shirts. Sizes 14 to 17.

Main Floor, Elm Place.

## Women's \$5 to \$10 Wash Skirts, \$3.75.

Here is how we got about two hundred of the smartest washable Skirts of the season to sell for the season's smallest price. The best maker of women's strictly tailored wear in Manhattan came back from Europe filled with ideas for Fall. Enough linens, piques and cotton crapes were in his workrooms for about two hundred Skirts. He was eager for Fall work and so made up the Skirts for us in the handsomest of the season's styles and let us have them for less than the cost of the materials in most cases. Ready to-morrow—every Skirt fresh clean and absolutely new. All walking length. Don't come too late for them.

## Women's \$3 and \$3.50 Oxforde--\$1.98.

Tan Russia Calf Oxforde, welted sole, extended, neat narrow toe, pretty Cuban heel, mostly the wider widths; regularly \$3 and \$3.50, at \$1.98.  
Patent Colletkin Oxforde, on a swell swing last, moderate heel, extended sole, a Shoe that will appeal to particular women; regularly \$3.50, at \$1.98.  
Fine Kidskin Oxforde, with dull mat tops, light weight sole, sensible heel; this is the new Oxforde which has four buttons across the instep; regularly \$3, at \$1.98.  
Patent Leather Oxforde, French heels, turn soles; also black kidskin, same style; these are very dressy for young women; regularly \$3, at \$1.98.  
Black Kid Blucher, patent tip, on swing last, extended welted sole, a very smart Oxforde; military heel; regularly \$3, at \$1.98.  
Second Floor, Rear.

## Half Price Clearance of Men's Suits.

Men's Elevators at Elm Place. Every Summer Suit in stock (except blacks and blues) comes down in price to-morrow. Loeser prices are lowest to begin with; just as Loeser tailoring is of the highest grade. But now, at the height of wear time, you may choose from a large and comprehensive stock and pay half the early season's prices. It is a radical, resolute reduction Sale, offering such values in men's clothing of high character as we believe have never been equaled anywhere.

## \$12.50 to \$25 Three Piece Suits--\$6.75 to \$12.50.

These are single and double breasted sack models, made of the finest imported and domestic fabrics and every garment hand tailored. They include tropical and medium weight worsteds, some indeed suitable for early Autumn wear; chevots, cassimeres, tweeds, homespun and wool crapes in a wide variety of colorings and patterns. Coats are half and full lined with serge, mohair or alpaca.

## \$16.50 to \$25 Coat and Trousers Suits, \$8.25 to \$12.50.

The balance of our finer grades of two piece Suits is also in the clearance. They include some of the season's handsome tropical weight worsteds, chevots, homespun and wool crapes. Coats are eighth or quarter lined with fine serge, alpaca or silk. All Suits hand tailored throughout and very smart in style. Ready to-morrow, with extra salespeople to serve you promptly.

Second Floor, Elm Place.